



Impact Study

NOVEMBER 2020



Awana builds lasting faith foundations for children and youth



We surveyed 1,065 18-74-year-olds and asked questions about faith, family, vocation, finances, and more.

We wanted to learn from adults who went to Awana as a child. As the surveys came in, a lifelong impact revealed itself. For 18-year-olds to 74-year-olds in the US, Awana was a life-defining time that established a solid foundation of faith to build upon as they grew into adults. This report highlights key findings across different age ranges.

Awana seeks to help children and youth find a place of belonging, start a faith journey of believing, deepen their faith by becoming more like Jesus, and influence others to experience the same.

Belong



“At Awana, there was someone in my life who encouraged me spiritually”

Believe



“Awana was instrumental in my decision to follow Christ”

Become



“At Awana, I gained wisdom for how the Bible applies to my life”

Influence

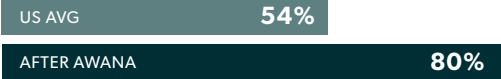


“A major part of my life is to serve others”

Deeper Faith

Adults who experienced Awana while young have a deeper faith than their peers

Engage More



26% more participate weekly in a church or faith gathering

Believe More



16% more believe the Bible is true in all it teaches

Grow More



46% more study and read the Bible weekly or more

Witness More



45% more share their faith with a stranger in the last year

U.S. Clubber Demographics

Clubber Snapshot

Faith background, age and marital status averages

FAITH

97%

Christian

AGE

39

years old

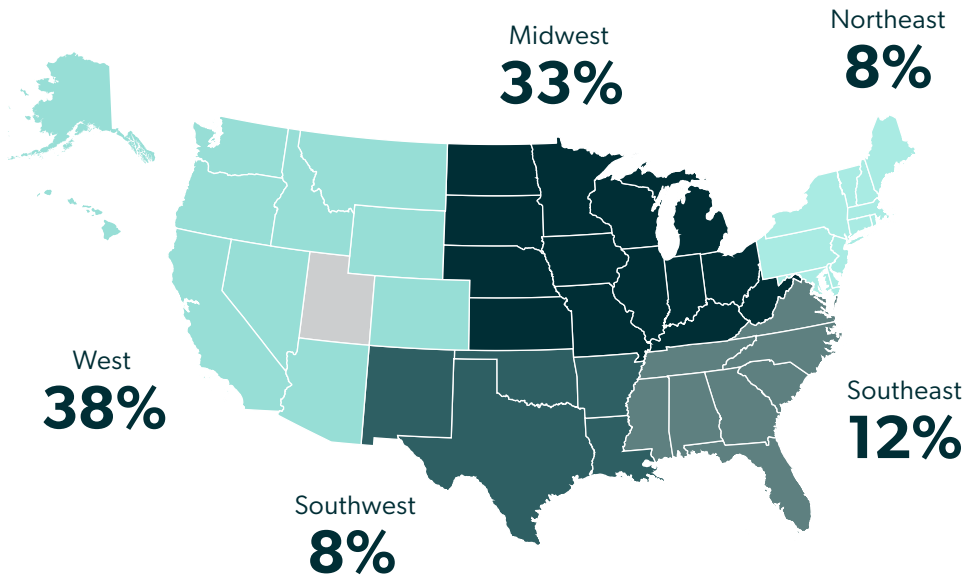
RELATIONSHIP

70%

are married

Where Clubbers Live Now

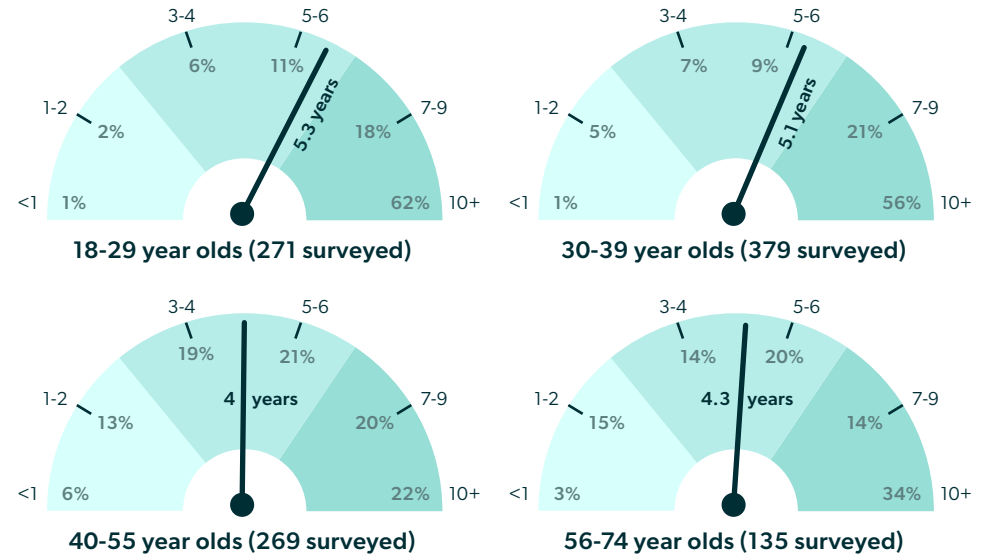
48 of 50 states were represented excluding only Delaware and Utah



Average AWANA Participation

The average Clubber participated 4.8 years in Awana

*all percentages inside the dials below segment the sample by years completed



Influencing Factors

Grew up with Christian Parents

88%

Awana was #2 in my spiritual formation*

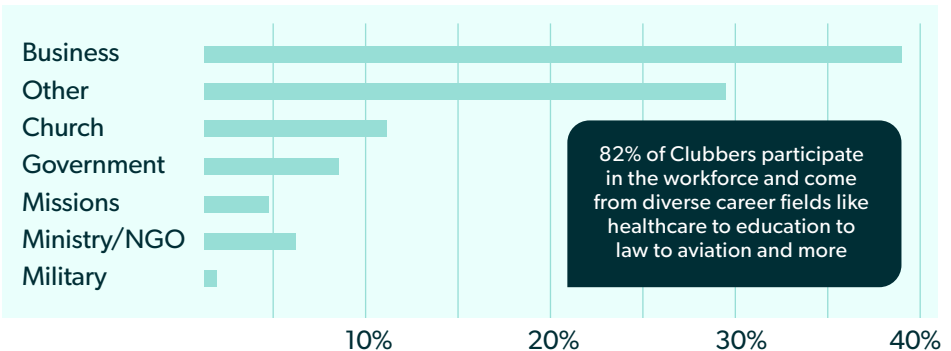
52%

Have (or will) put own kids in Awana

93%

*Parents ranked #1, but Awana ranked above #3 church and #4 mentors

Top Career Fields Among Clubbers

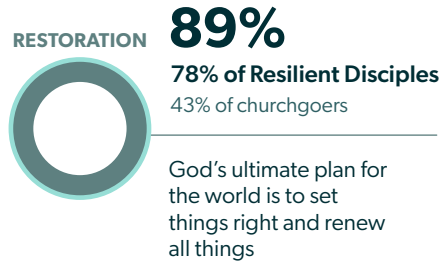
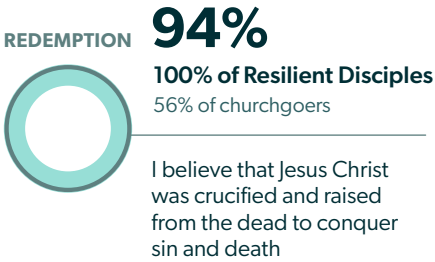
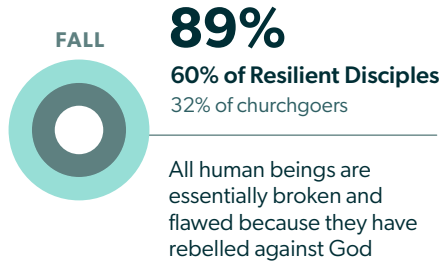
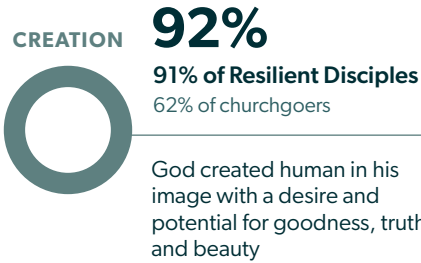


82% of Clubbers participate in the workforce and come from diverse career fields like healthcare to education to law to aviation and more

U.S. Clubber Spiritual Engagement

the Gospel in Four Parts

How do 18-29 Clubbers see creation, fall, restoration and redemption themes in comparison to Barna's Resilient Disciples research



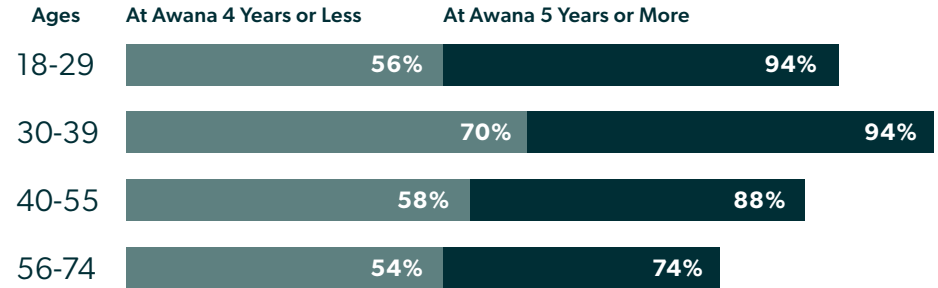
More Awana = Stronger Faith

The longer Clubbers attend Awana, the stronger the spiritual foundation

Attended Awana 4 Years or Less		Attended Awana 5 Years or More
70%	"Awana helped me understand the Bible as a unified story"	83%
34%	"Awana was instrumental for my decision to trust and obey Jesus"	58%
72%	"Awana helped me gain wisdom for how the Bible applies to my life"	86%

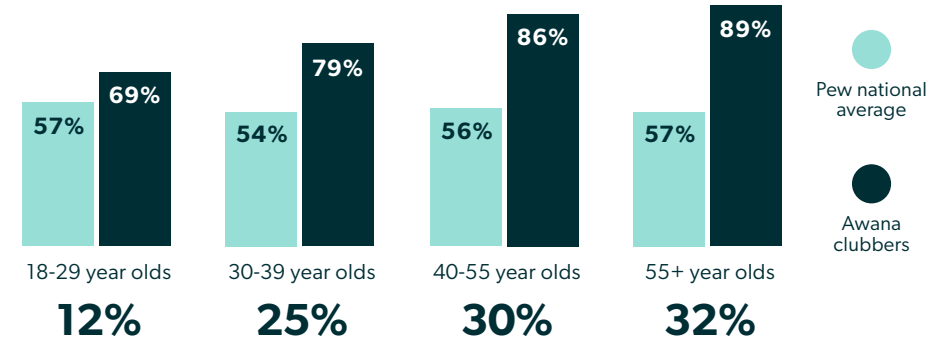
Memorizing Bible Verses

Awana was the main reason adults learned Bible verses they still remember and those who attended Awana 5+ years remembered more between 20%-38% more



Higher Rates of Church Attendance

Clubbers participate more regularly in church than the national average for their age



Outward Focused

Consistent across all age ranges, Clubbers are investing in others and in their community

